



Public Health
England

Protecting and improving the nation's health

Prevention – what's the goal?

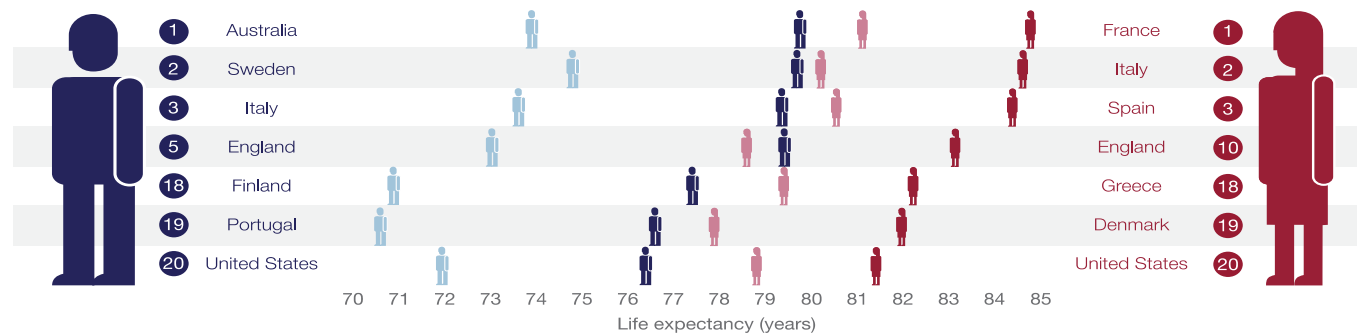
Fire as a Health Asset

Angela Baker, Deputy Director Health & Wellbeing, PHE South East



- The future health of millions of children, the sustainability of the NHS, and the economic prosperity of Britain all now depend on a radical upgrade in prevention and public health
- STPs: closing the health and wellbeing gap

Life expectancy is increasing



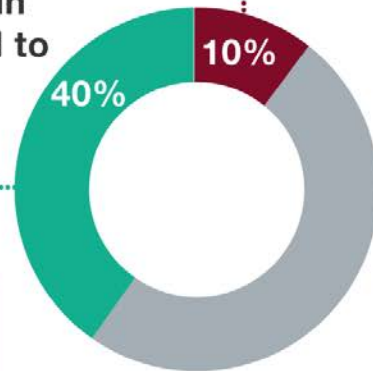
Between 1990-2013, life expectancy in England saw a 5.4 year increase from 75.9 to 81.3 years (one of the biggest increases in EU15+ countries). This is mainly due to falls in the death rate from CVD, stroke, COPD and some cancers.

But what about healthy life expectancy?

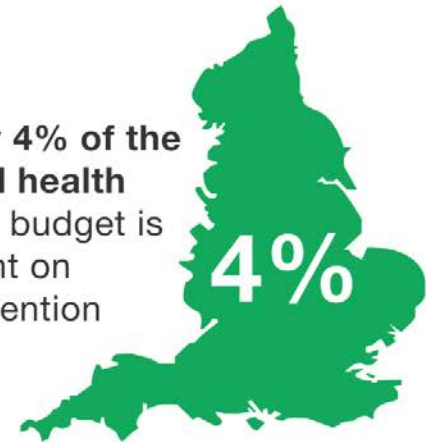
- While life expectancy has increased, this hasn't been matched by improvements in levels of ill-health.
- So, as a population we're **living longer but spending more years in ill-health**. For several conditions, although death rates have declined, the overall health burden is increasing. For example:
 - Death rates from **diabetes** fell by 56%, but illness and disability associated with diabetes went up 75%.
 - **Sickness and chronic disability** are now causing a much greater proportion of the burden of disease
 - **Low back and neck pain** is now the leading cause of overall disease burden.

Why Bother?

International studies suggest **healthcare contributes only about 10%** to preventing premature deaths, whilst **changes in behavioural patterns is estimated to contribute 40%**



Only **4%** of the total health care budget is spent on prevention



It is estimated that if the public were fully involved in managing their health and engaged in prevention activities

£30billion
could be saved



UK women, on average, smoke **3% more** than the EU average

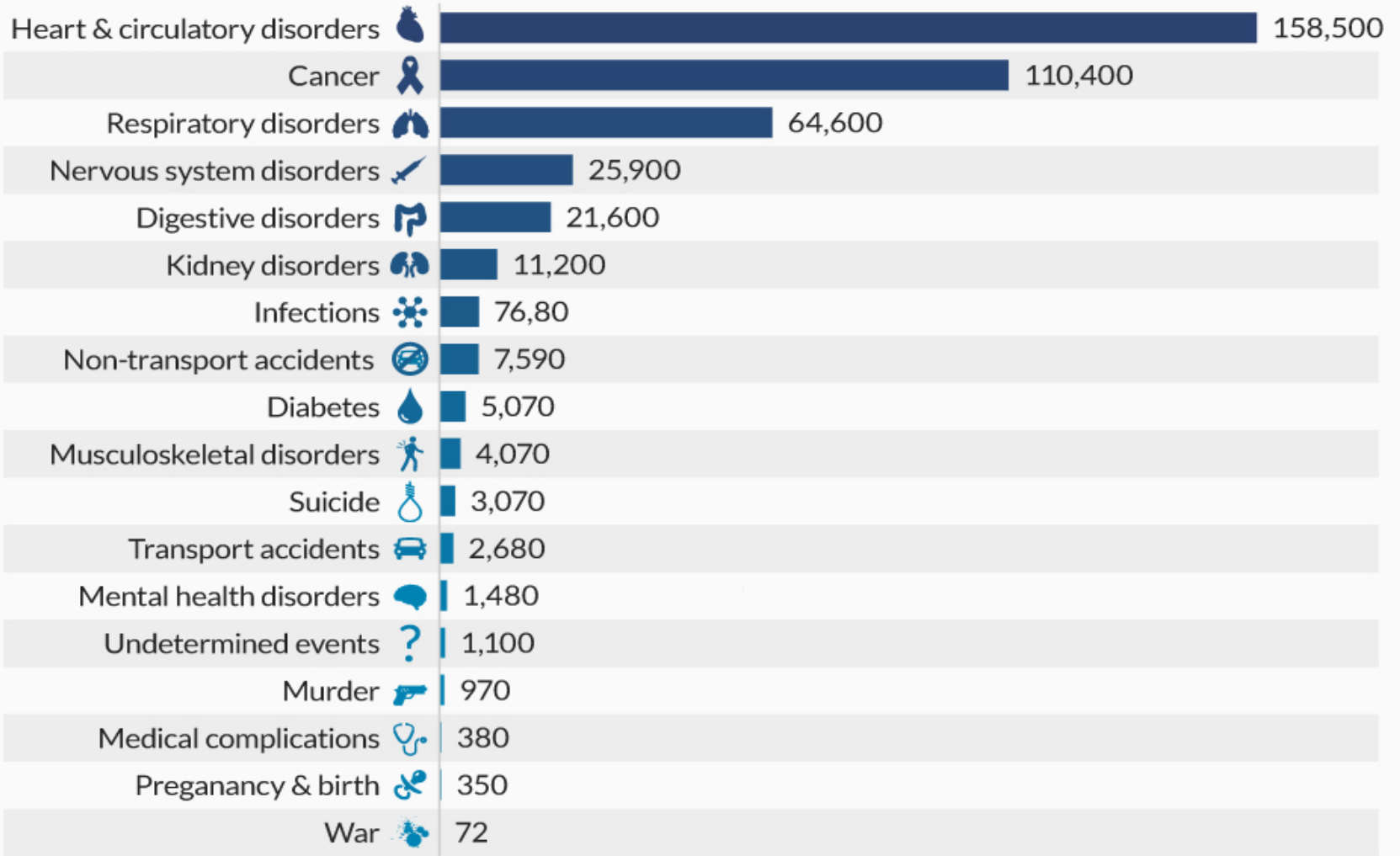


In the UK in 2008, **61.1% of males** were estimated to be physically inactive and **71.6% of females**



The average consumption of alcohol by adults in the UK is **10% higher** than the EU average

Preventable deaths



Global Burden of disease

Rank 1990	1990 Leading Causes	2013 Leading Causes
1.0 (1-1)	1 Ischemic heart disease	1 Low back & neck pain
2.1 (2-3)	2 Low back & neck pain	2 Ischemic heart disease
2.9 (2-3)	3 Cerebrovascular disease	3 Cerebrovascular disease
4.0 (4-4)	4 Lung cancer	4 COPD
5.1 (5-6)	5 COPD	5 Lung cancer
6.6 (6-8)	6 Falls	6 Alzheimer disease
8.7 (6-11)	7 Lower respiratory infections	7 Sense organ diseases
8.9 (6-14)	8 Sense organ diseases	8 Depressive disorders
9.5 (7-12)	9 Alzheimer disease	9 Falls
9.7 (5-17)	10 Depressive disorders	10 Skin diseases
9.9 (6-16)	11 Skin diseases	11 Diabetes

The annual cost of obesity

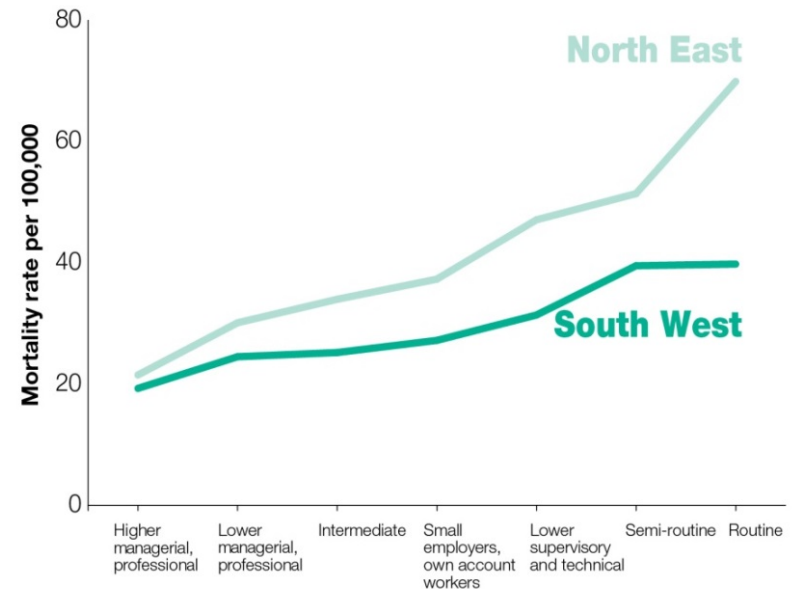


So what can we do about it?

- **Behavioural insights:** provide opportunities for new approaches in health; recognising role of both automatic and reflective systems in decision-making.
- **Patient activation:** a measure of a person's knowledge, skills and confidence to manage their own health and care.
 - Could help 10% of those with long term conditions in England (1.5m people)
 - Up to 40% of the population have low activation levels
 - Low activation: >30% more likely to have unmet medical needs
 - Activated people are more likely to attend screenings and check-ups and have greater engagement in healthy behaviours e.g. regular exercise
- **MECC:** uses day-to-day interactions to support people to make positive changes to their physical and mental health and wellbeing

The wider determinants of health

- While individuals' behaviours do matter (for example, studies show around half of the health inequalities between rich and poor are the result of smoking), the reality is that our health is impacted by a range of wider determinants including:
 - Good start to life
 - employment
 - higher educational attainment
 - safe, supported, connected communities
 - poor housing and homelessness
 - living on a low income
 - social isolation, exclusion and loneliness
 - stigma and discrimination

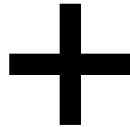


Source: Office for National Statistics⁴⁹

Looking beyond health care

- We need to work with wider public services and take a life course approach to addressing health inequalities and improving health for the most disadvantaged
- Ensure every child has the best start in life – is ready to learn when starting school and ready for work when leaving school
- Help and support to help people stay in work, return to work or gain employment
- Provide safe, healthy places in which communities can thrive
- A whole-system shift towards prevention is required

South east wide working and learning



Hampshire parents encouraged to reduce children's sugar intake as part of county council campaign



National products and local centre support

Local Authority adoption and Marketing

Improving outcomes

Healthy Schools Programme



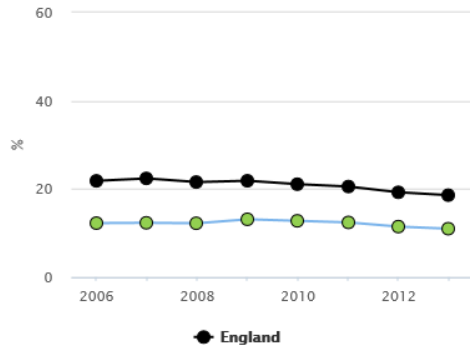
Turning the evidence into practice by understanding your population needs and demographics and your local service provision into local innovation



Children in low income families (under 16s) Hampshire

Proportion - %

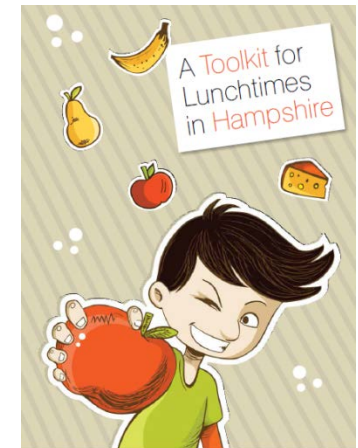
Export chart as image Show confidence intervals



Recent trend: ↓

Period	Count	Value	Lower CI	Upper CI	South East	England
2006	28,865	12.3	12.1	12.4	15.3	21.8
2007	29,030	12.3	12.2	12.5	15.6	22.4
2008	28,680	12.2	12.1	12.4	15.2	21.6
2009	31,070	13.1	13.0	13.3	16.0	21.9
2010	30,185	12.8	12.6	12.9	15.5	21.1
2011	29,420	12.4	12.3	12.6	15.1	20.6
2012	27,275	11.5	11.3	11.6	14.2	19.2
2013	26,050	11.0	10.9	11.1	13.7	18.6

Source: HM Revenue and Customs (Personal Tax Credits: Related Statistics - Child Poverty Statistics)



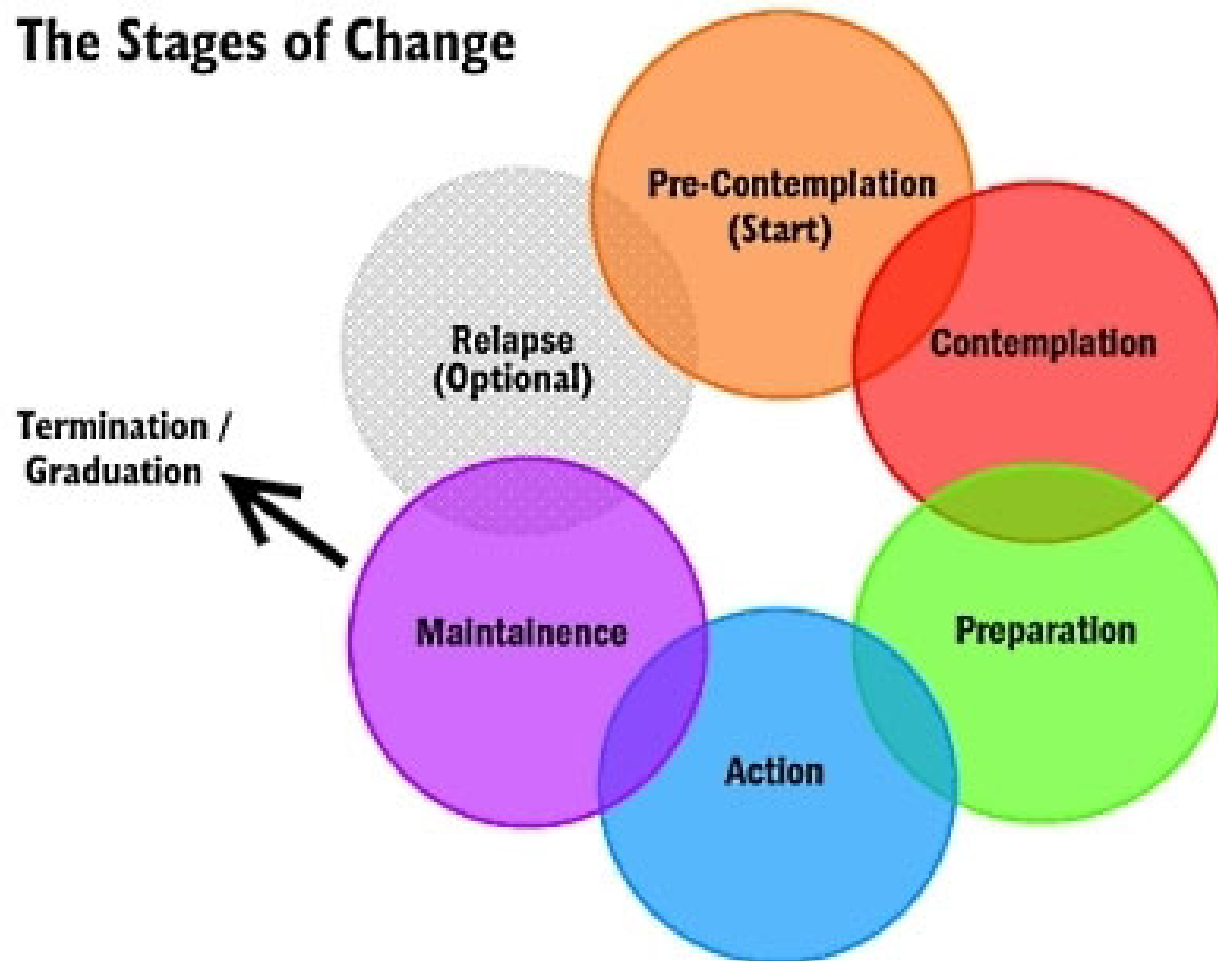
Hampshire County Council

National Parks

- Collaboration between National Parks England and PHE
- National Parks are a great opportunity to use outside space to support healthy living by promoting physical activity, mental wellbeing and opportunities to connect with others
- PHE and local councils will be working and learning together and sharing data, skills and best practice in order to make the most of the opportunities for improving health and well-being that National Parks offer



The Stages of Change



Workshop questions

- What can we do?
- What would we need to do it?
- What are the barriers to doing it?
- How do we overcome those barriers
- What would success look like and how might we measure success?